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CONSUMER PURCHASES OF Selected Fruits and Juices

JANUARY 1958



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UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

March 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JANUARY 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for :
: single months are for 4-week periods (28 days) only in order to :
: permit comparisons between periods of equal length. :

SUMMARY

United States household consumers purchased fewer fresh oranges and less frozen concentrated orange juice in 4 weeks in January 1958 than in the corresponding 4-week period a year earlier. In contrast, purchases of other orange products increased. Canned single-strength grapefruit juice and grapefruit sections were bought in moderately greater volume, but buying of frozen concentrated grapefruit juice and fresh grapefruit declined. Fresh lemon purchases rose 20 percent, while purchases of single-strength lemon juice declined considerably. Tangerine purchases were down about two-thirds. Buying of prune juice in January 1958 dropped slightly below the year earlier level, but purchases of tomato and other single-strength juices increased.

Substantially higher prices were paid for frozen concentrated orange juice, fresh oranges, grapefruit, and tangerines in January 1958 than in either the preceding month or in January 1957. The advance in prices from December reflected damage to the Florida citrus crop as a result of freezes in December and January. On the other hand, prices paid for single-strength orange and lemon juices, frozen lemonade concentrate, and fresh lemons were considerably lower than a year earlier, and about the same as in December 1957.

Consumer expenditures for juices, ades, and fresh citrus fruit totaled about \$94 million for a 4-week period in January 1958, 8 percent more than in the corresponding period a year earlier. (Data in this report are for 28-day "months" to facilitate comparisons.) About \$49.3 million, a gain of 12 percent, was spent for fresh oranges and orange products; about \$15.6 million, up 5 percent, for grapefruit and grapefruit products; while expenditures for lemons and lemon products remained at about \$4.2 million. Expenditures for tangerines--\$2.1 million--were down 47 percent. About \$23 million dollars were spent for prune, tomato, and other single-strength juices, blends, and concentrates not individually reported, a 20 percent gain over the corresponding period in January 1957.

Frozen juices, chilled juice, and ades: In January 1958, U. S. household consumers paid an average of 18.9 cents for a 6-ounce can of frozen concentrated orange juice, 3 cents more than in December 1957, 2.6 cents more than a year earlier, and the highest since November 1953. Purchases of frozen orange concentrate totaled 4.6 million gallons in the 4-week period in January, 6 percent less than in the corresponding period a year earlier and the lowest volume since mid-1956 (table 1, fig. 4).

About 28 percent of the Nation's families bought frozen orange concentrate in January 1958, the same proportion as a year earlier, but the quantity purchased per buying family averaged only 7.1 cans compared with 7.6 cans in January 1957.

Expenditures for frozen orange concentrate in the 4-week period averaged \$1.34 per buying family, compared with \$1.24 in January a year earlier and an average of \$1.20 per month for the 1956-57 marketing season (October through September). Consumer expenditures for frozen orange concentrate in the 28 days totaled \$18.7 million, 8 percent above the corresponding period a year earlier.

Less than 1 percent of U. S. families bought frozen concentrated grapefruit juice in January 1958, too small a proportion to permit analysis (table 5).

January 1958 purchases of frozen concentrated juices other than orange and grapefruit amounted to 718,000 gallons, up 25 percent from the preceding 28-day period and up 46 percent from January 1957. Prices paid for "other" frozen juices averaged 18.5 cents per 6-ounce can, slightly more than a year earlier. Total consumer expenditures for "other" frozen concentrated juices were about \$2.8 million, or 48 percent more than in the corresponding 28-day period in January 1957.

Somewhat more than 4 percent of U. S. families bought chilled orange juice during January 1958, the highest proportion since reporting of this product was initiated in October 1956. The gain in the proportion of buying families more than offset a moderate decline in the quantity purchased per buying family, and total purchases rose 28 percent to a record 2.1 million gallons. An average of 35.4 cents was paid for a quart of chilled orange juice in January 1958, 0.4 cent more than a year earlier. Total consumer expenditures for chilled orange juice approximated \$3 million for the 4-week period or 29 percent more than in January 1957 (table 4).

Consumer purchases of canned single-strength orangeade in January 1958--402,000 cases equivalent 24 No. 2's--and prices paid--28.2 cents per 46-ounce can--were nearly the same as a year earlier. A 12-percent loss in the quantity purchased per buying family was offset by a gain in the proportion of families buying the product. January 1958 consumer expenditures for single-strength orangeade totaled about \$1.1 million, moderately more than a year earlier (table 2, fig. 5).

Purchases of shelf-pack orangeade were somewhat greater than in January 1957. About 1 percent of the Nation's families bought the product with prices paid averaging 16.9 cents per 6-ounce can, slightly less than in January 1957. Total consumer expenditures for the concentrate were about \$400,000 in the 28-day period.

Approximately 180,000 gallons of frozen lemonade concentrate were purchased in January 1958, about the same quantity as a year earlier. Prices paid--12.9 cents per 6-ounce can--were 2 cents below the level of January 1957. Consumers spent about \$500,000 for this product in the 4 weeks, or 11 percent less than in the corresponding period in January 1957.

Canned juices and fruit: The 1.4 million cases (equivalent 24 No. 2's) of canned single-strength orange juice purchased in January 1958 represented the largest monthly (28-day period) volume of purchases in 4 years. In comparison with a year earlier, purchases increased 55 percent; average buying family purchases, 6 percent; and the proportion of buying families, 4 percentage points

(to 12 percent). Prices paid declined from 35 to 31.1 cents per 46-ounce can. Despite lower prices, consumer expenditures for canned orange juice climbed from \$3.1 million in January 1957 to \$4.3 million in January 1958, a gain of 36 percent (table 2, fig. 6).

Nearly 1 million cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice were purchased in January 1958, a 10-percent increase over the corresponding 4-week period the year before. The gain reflected a somewhat larger proportion of families buying but smaller purchases per buying family. Purchases were made at an average price of 27.3 cents per 46-ounce can, 0.6 cent less than a year earlier. Consumer expenditures for canned grapefruit juice totaled about \$2.6 million in the 28 days, 8 percent more than in January 1957.

Purchases of canned single-strength lemon juice--38,000 cases equivalent 24 No. 2's--were down 16 percent from January 1957. The decline was associated with a smaller proportion of buying families and smaller average purchases per family. An average of 10 cents was paid for a $5\frac{1}{2}$ -6-ounce can of lemon juice, the lowest since mid-1952. Total consumer expenditures for single-strength lemon juice in the 4 weeks amounted to \$326,000, down one-fourth from the corresponding period a year earlier and the lowest reported for any month in this series.

January 1958 purchases of prune juice--684,000 cases equivalent 24 No. 2's--were slightly below the volume of the year earlier. Purchases per buying family averaged 2.3 quarts in the 4-week period, about 7 percent less than in January 1957. The proportion of families buying--about 8 percent--and prices paid--32.9 cents per quart--were nearly unchanged. Consumer expenditures for prune juice amounted to about \$3.1 million in the 28-day period, slightly less than in January 1957 (tables 2 and 4).

Household buying of tomato juice in January 1958 totaled 1.9 million cases (equivalent 24 No. 2's), 6 percent more than a year earlier. The gain was associated with an increase in the proportion of families buying the product. Prices paid--27.7 cents per 46-ounce can--were down 0.5 cent. Consumers spent about \$5.4 million for tomato juice in the 4 weeks, 5 percent more than a year earlier.

Purchases of single-strength juices not individually reported totaled 3.5 million cases (equivalent 24 No. 2's), up 16 percent from January 1957. On the average, 31.8 cents was paid for a 46-ounce can of "other" juices, or about 1 cent more than a year earlier. Approximately \$11.8 million was spent by householders for "other" juices in the 28-day period, up 14 percent from January 1957.

Total purchases of canned single-strength juices in January 1958 amounted to 8.4 million cases (equivalent 24 No. 2's), up 1.1 million cases or 16 percent from a year earlier. Consumer expenditures for single-strength juices totaled about \$27.3 million or 12 percent more than in the corresponding 1957 period. Nearly 26 percent of the total expenditure reflected purchases of the reported citrus juices, 11 percent prune juice, 20 percent tomato juice, and the balance was spent for all other juices.

Purchases of canned grapefruit sections amounted to 300,000 cases (equivalent 480 ounces per case) in the January 1958 4-week period, roughly 50 percent more than in the preceding month, and 7 percent more than in January 1957. Consumers paid about 19 cents for a No. 303 can of the product, up 0.9 cent from a year earlier. Total consumer expenditures for canned grapefruit sections in the 4-week period--about \$1.7 million--were approximately 12 percent more than in the corresponding period a year earlier (table 5).

Fresh fruit: During the 4-week period in January 1958, household consumers bought about 2.7 million boxes of fresh oranges, approximately 4 percent less than in the corresponding period a year earlier. The lower volume of purchases reflected a decrease of 2 percentage points in the proportion of buying families (about 41 percent bought), and some gain in the quantity purchased per buying family. An average of 49.5 cents per dozen was paid for oranges in January 1958, an increase of 7.7 cents from a year earlier. A total of \$21.9 million was spent by householders for fresh oranges, about 10 percent more than in January 1957 (table 3, figs. 7 and 8).

Purchases of California-Arizona oranges which amounted to about 1 million boxes, a 5-percent gain from January 1957, reflected a slight increase in the proportion of buying households. Approximately 62 cents per dozen was paid for these oranges, roughly 10 cents more than in either the preceding month or in January 1957. Consumers spent about \$10.1 million for California-Arizona oranges in the 4-week period, 22 percent more than in the corresponding period a year earlier.

Florida orange purchases also totaled about 1 million boxes in January 1958, with 14 percent of the Nation's families buying the fruit. This reflected a decline of 22 percent in volume and 5 percentage points in the proportion of buying families. Consumers paid about 42 cents a dozen for Florida oranges, an advance of 6 cents from both the preceding month and a year earlier. Household expenditures for Florida oranges in the 4 weeks totaled \$7.2 million, 10 percent less than a year earlier.

Purchases of Texas oranges amounted to about 200,000 boxes--a 50-percent increase--in January 1958, and the largest monthly volume of purchases in 7 years. About 32 cents was paid in January for a dozen Texas oranges, 6.4 cents more than a year earlier. Consumers spent about \$1.1 million for Texas oranges or about 82 percent more than in the corresponding period of 1957.

The volume of purchases of oranges not identified as to area of production--440,000 boxes--rose 13 percent from a year earlier, reflecting larger purchases per buying family. Consumers paid 4.5 cents more per dozen for unidentified oranges, while total expenditures--\$3.5 million--increased 21 percent from January 1957.

January 1958 purchases of fresh grapefruit totaled 2 million boxes, nearly the same as a year earlier. The proportion of families buying--28 percent--was down 2 percentage points, but the number of grapefruit purchased per buying family increased. On the average, consumers paid 88.5 cents per dozen for

grapefruit, 5 cents more than in the preceding month and 8 cents more than in January 1957. Total consumer expenditures for grapefruit approximated \$11 million, moderately more than in January 1957 (table 3, figs. 2 and 7).

Consumer buying of Florida grapefruit--1 million boxes--declined 11 percent from a year earlier. The lower volume reflected a loss of 3 percentage points in the proportion of families buying, but somewhat larger purchases per buying family. Consumers paid about 99.2 cents for a dozen Florida grapefruit in January 1958, 7 cents more than in December 1957 and 11.6 cents more than in January a year earlier. Despite higher prices, total consumer expenditures for Florida grapefruit in the 28-day period--approximately \$6.2 million--dropped 6 percent from the level of a year earlier.

Household purchases of Texas and California-Arizona grapefruit, about 328,000 and 226,000 boxes, respectively, registered a moderate gain for Texas grapefruit, and a 26-percent gain for California-Arizona grapefruit. Prices paid for Texas grapefruit averaged 80.2 cents per dozen, up about 17 cents from January 1957, while prices paid for California-Arizona grapefruit--67 cents per dozen--fell nearly 6 cents. "Unidentified" grapefruit buying scored a 12-percent gain. Consumer expenditures for California-Arizona grapefruit in January 1958 amounted to about \$900,000; for Texas grapefruit, \$1.6 million; and for "unidentified" grapefruit, \$2.3 million, all substantially higher than a year earlier.

Consumer buying of lemons rose from 217,000 boxes in January 1957 to 261,000 boxes in January 1958, or 20 percent. The increase in volume reflected gains of about 1 percentage point in the proportion of buying families, and 16 percent in family purchases. Prices paid declined from 50.1 to 46.9 cents per dozen. The estimated \$3.4 million spent by consumers for lemons in January 1958 reflected an 8-percent increase over a year earlier (table 3, figs. 3 and 7).

About 308,000 boxes of tangerines were bought for home use in January 1958, approximately 64 percent less than in January 1957. The proportion of families buying--7 percent--was less than half that of a year earlier, and there was about a 20-percent decrease in the quantity purchased per buying family. Householders paid an average of 47 cents per dozen for tangerines in January 1958, a 15-cents advance from a year earlier. The \$2.1 million spent by household consumers for tangerines in January 1958 was half the amount spent in the corresponding 4-week period in 1957.

Table 1.--Frozen juices, chilled juice, and concentrated ades: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	27.9	27.9	4,626	4,945	2.2	2.2	19.3	20.8	6	18.9	16.3
Grapefruit.....	1/	1.2	1/	87	1/	1.3	1/	13.9	6	1/	14.0
Other concentrates.....	2/	2/	718	491	2/	2/	13.2	14.1	6	18.5	18.3
Total.....	30.9	29.7	5,408	5,523	2.5	2.4	18.1	19.8			
Chilled orange juice.....	4.3	3.2	2,129	1,666	3.2	3.4	39.1	39.1	3/32	35.4	35.0
Concentrated ades:											
Frozen:											
Lemonade.....	2.3	2.1	181	176	1.4	1.4	14.8	15.7	6	12.9	14.9
Shelf-pack:											
Orangeade.....	1.0	1/	109	1/	1.6	1/	18.1	1/	6	16.9	1/

1/ Too few purchases for analysis.
2/ Information not available.
3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.8	8.0	1,353	871	1.7	1.7	58.2	55.0	46	31.1	35.0
Grapefruit.....	8.5	7.9	967	882	1.5	1.6	63.7	62.3	46	27.3	27.9
Lemon.....	1.9	2.1	38	45	1.2	1.3	14.0	14.4	5 1/2-6	10.0	12.6
Prune.....	7.7	7.8	684	701	1.8	2.0	41.0	39.6	32	32.9	32.9
Tomato.....	18.8	17.8	1,892	1,777	1.6	1.6	56.2	54.7	46	27.7	28.2
All other.....	29.2	27.3	3,501	3,017	2.0	2.0	51.7	47.7	46	31.8	30.9
Total.....	50.9	47.2	8,435	7,293	2.7	2.7	53.3	50.1			
Single-strength orangeade.....	2.9	2.6	402	393	1.6	1.8	73.1	74.1	46	28.2	27.9
Grapefruit sections.....	5.4	5.3	300	280	1.5	1.4	34.9	36.5	2/16	19.0	18.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.
2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	21.4	20.1	1,031	978	1.8	1.7	19.3	11.4	61.9	52.4
Florida.....	14.4	19.2	991	1,269	2.0	1.9	29.0	14.9	42.0	35.8
Unidentified.....	10.0	9.9	440	388	1.6	1.4	18.2	11.9	47.2	42.7
Total 1/.....	41.2	43.4	2,666	2,772	2.2	2.0	27.3	13.2	49.5	41.8
Grapefruit:										
California-Arizona.....	3.3	3.0	226	179	1.4	1.4	10.2	6.5	67.0	72.9
Florida.....	15.2	18.2	1,028	1,153	2.0	1.8	10.4	5.5	99.2	87.6
Unidentified.....	8.7	8.3	418	374	1.5	1.4	7.4	5.2	90.1	83.2
Total 1/.....	27.7	29.8	2,000	2,020	2.0	1.8	11.2	5.9	88.5	80.3
Lemons.....	17.6	16.5	261	217	1.6	1.5	10.2	5.9	46.9	50.1
Tangerines.....	7.2	15.5	308	856	1.5	1.5	15.9	13.1	46.9	31.7

1/ Includes purchases of Texas fruit.

Table 4.--Chilled orange juice and single-strength prune juice: Consumer purchases and average price paid, October 1956 to date

Period	Chilled orange juice						Single-strength prune juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 32-ounce bottle	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	7.7	8.1	666	687	33.0	32.2
November.....	4.1	2.7	1,869	1,296	35.8	37.3	7.4	7.6	634	662	33.2	32.6
December.....	3.5	3.3	1,786	1,579	35.9	36.1	7.3	7.6	619	592	33.1	32.7
October-December 2/.....			5,958	4,398					2,047	2,086		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	7.7	7.8	684	701	32.9	32.9
February.....		3.6		1,650		35.7		7.6		686		32.8
March.....		3.4		1,794		35.5		8.9		724		32.8
October-March 2/.....				9,968						4,366		
April.....		3.6		1,858		35.6		8.0		699		32.7
May.....		3.5		1,937		35.2		7.4		663		32.6
June.....		3.7		1,933		34.9		7.2		629		32.8
October-June 2/.....				16,185						6,506		
July.....		3.3		1,674		35.0		7.2		623		33.0
August.....		3.1		1,574		35.1		7.0		595		32.8
September.....		3.0		1,525		35.7		7.8		670		33.0
Season 2/.....				21,347		35.5				8,526		32.8

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

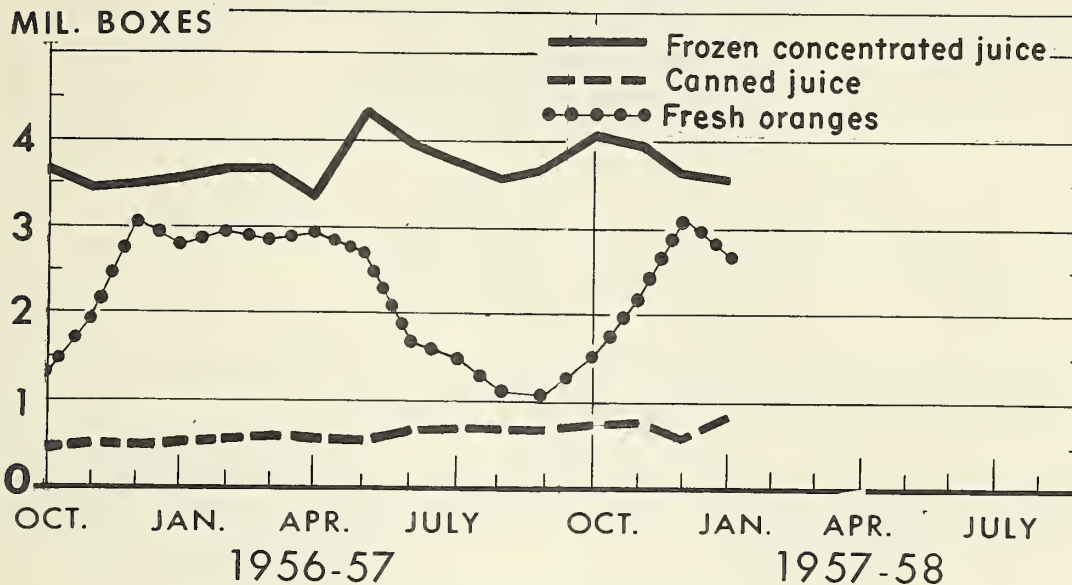
Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of			Average price			Percentage of			Average price		
	all families			per 6-ounce			all families			per No. 303		
	buying	Purchases		can			buying	Purchases		can		
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....		1.0		81		14.0		5.0		260		18.1
March.....		2/		2/		2/		4.6		250		18.5
October-March 3/.....				522						1,853		
April.....		2/		2/		2/		5.0		238		18.6
May.....		1.0		70		14.9		5.0		242		18.8
June.....		1.0		92		14.7		4.6		248		18.6
October-June 3/.....				751						2,638		
July.....		2/		2/		2/		5.3		296		18.7
August.....		2/		2/		2/		5.4		301		19.1
September.....		2/		2/		2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (3) AGRICULTURAL MARKETING SERVICE

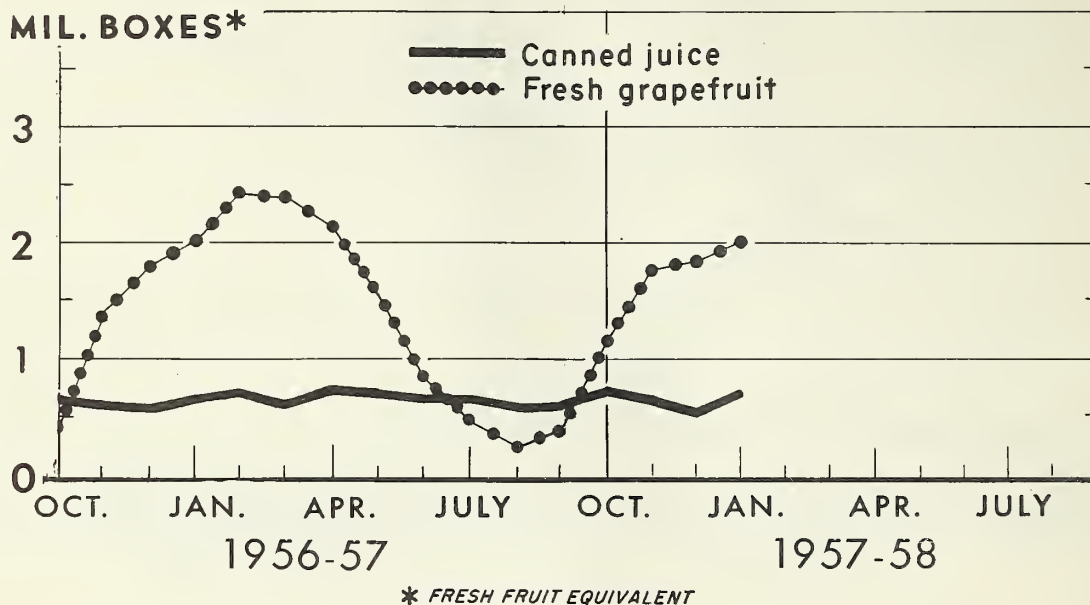
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....		2,944		3,689		566		7,199
March.....		2,870		3,664		588		7,122
October-March 1/.....		16,405		23,157		3,353		42,915
April.....		2,938		3,372		571		6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (3) AGRICULTURAL MARKETING SERVICE

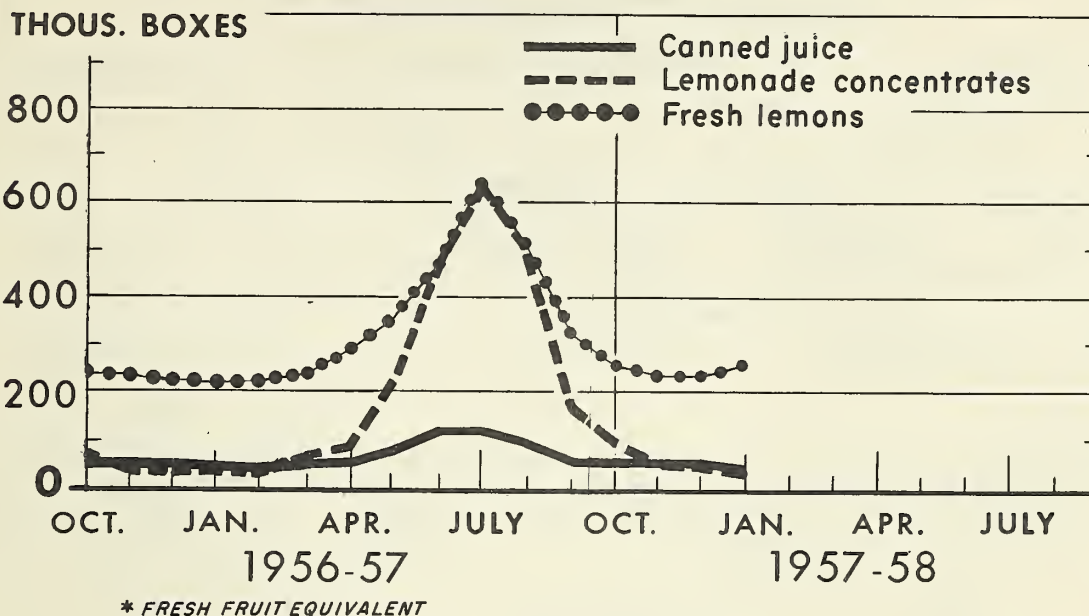
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	687	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....		2,407		716		3,123
March.....		2,389		608		2,997
October-March 1/.....		11,492		4,839		16,331
April.....		2,131		735		2,866
May.....		1,540		729		2,269
June.....		880		668		1,548
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667- 58 (3) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....		220		42		34		35		297
March.....		239		50		59		61		350
October-March 3/.....		1,508		315		291		298		2,121
April.....		285		51		77		80		416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,138		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

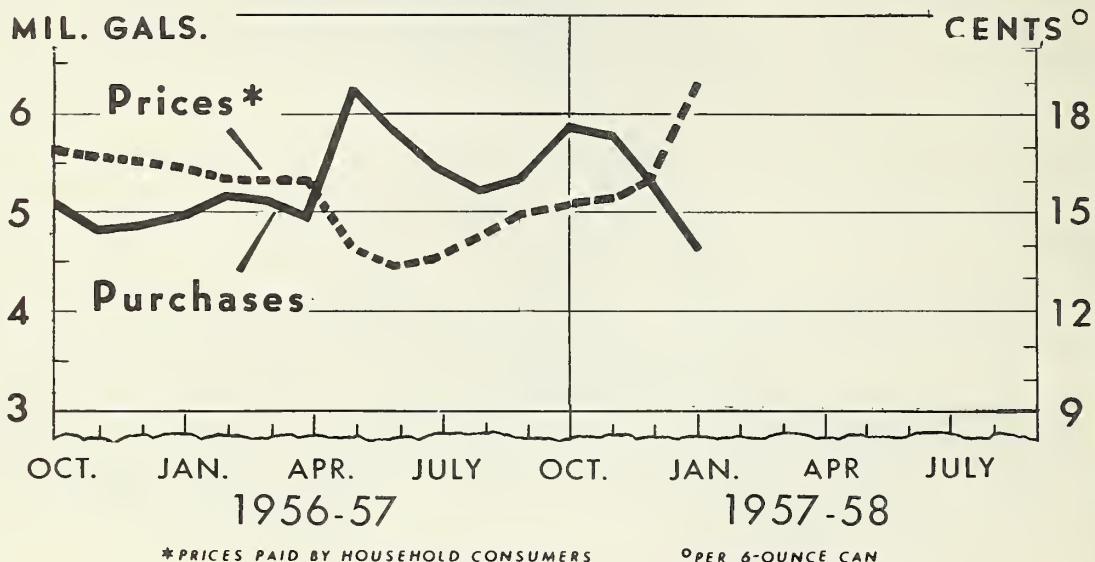
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (3) AGRICULTURAL MARKETING SERVICE

Figure 4

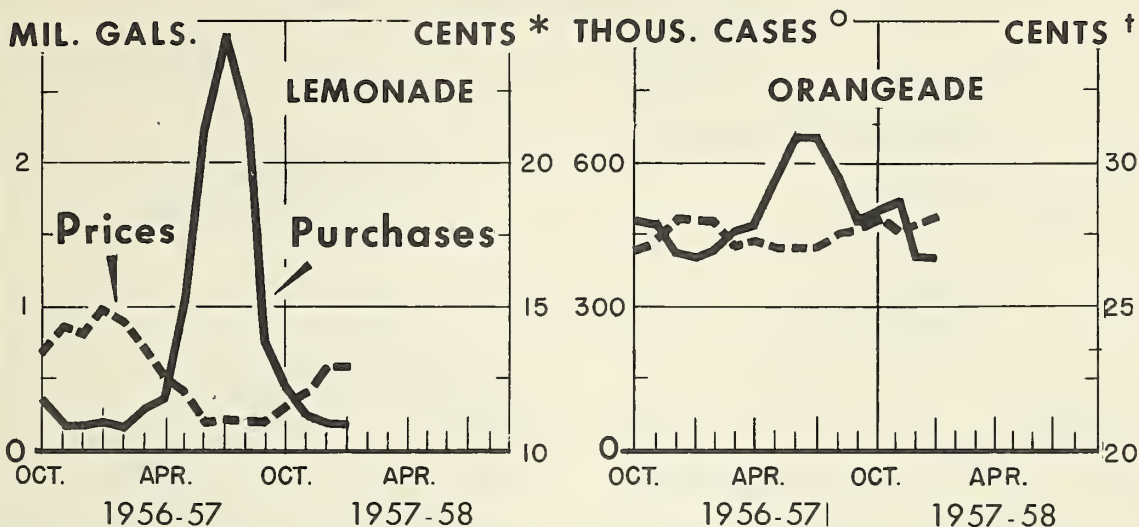
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,193	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....		28.3		5,166		16.0
March.....		27.7		5,132		15.9
October-March 1/.....				32,433		
April.....		28.0		4,959		15.9
May.....		30.8		6,296		14.0
June.....		30.3		5,838		13.3
October-June 1/.....				50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (3) ' AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

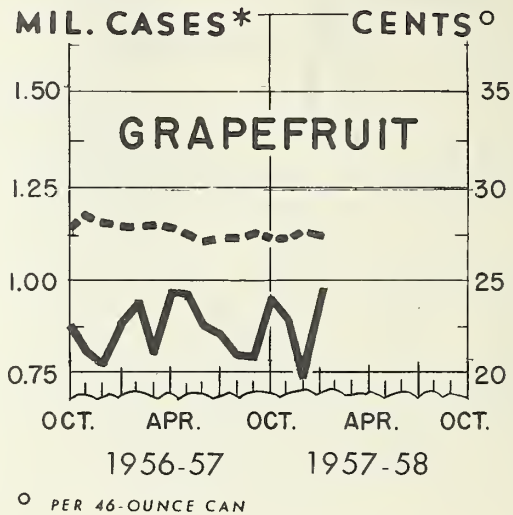
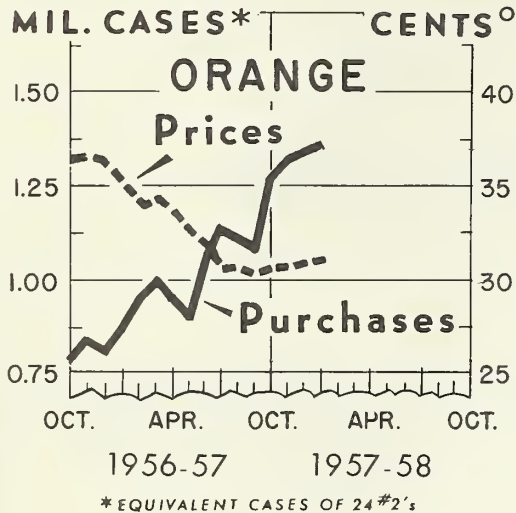
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all families buying		Purchases		Average price per 6 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....		1.9		161		14.4		3.2		409		27.9
March.....		2.8		280		13.4		3.2		450		27.0
October-March 2/.....				1,382						2,781		
April.....		3.5		366		12.4		3.4		465		27.2
May.....		8.5		1,010		11.9		4.2		572		26.8
June.....		17.0		2,231		11.0		4.8		652		26.8
October-June 2/.....				5,397						4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670- 58 (3) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Orange						Grapefruit					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying				per 46 oz. can		families buying				per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....		9.1		956		34.0		8.1		939		27.9
March.....		9.1		993		34.4		7.3		797		28.1
October-March 2/.....				5,663						5,515		
April.....		9.2		949		33.9		8.3		978		27.8
May.....		8.1		898		32.7		8.1		969		27.4
June.....		9.0		1,071		31.9		7.5		888		27.1
October-June 2/.....				8,849						8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

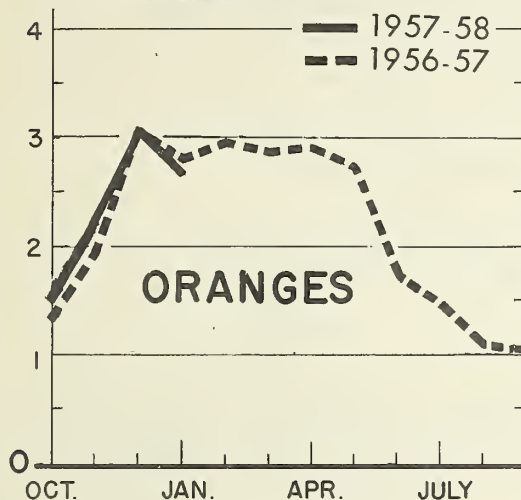
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

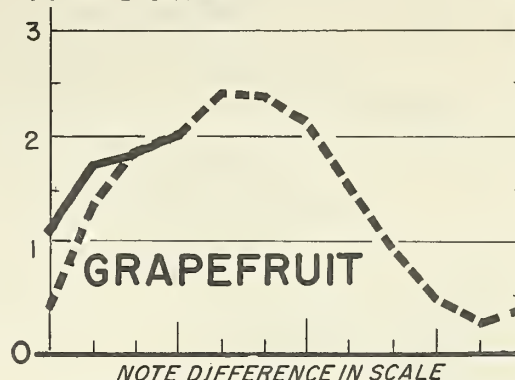
FRESH CITRUS FRUIT

Consumer Purchases

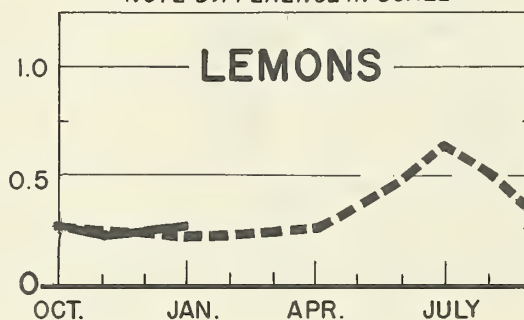
MIL. BOXES



MIL. BOXES



LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4671- 58 (3) AGRICULTURAL MARKETING SERVICE

Figure 7

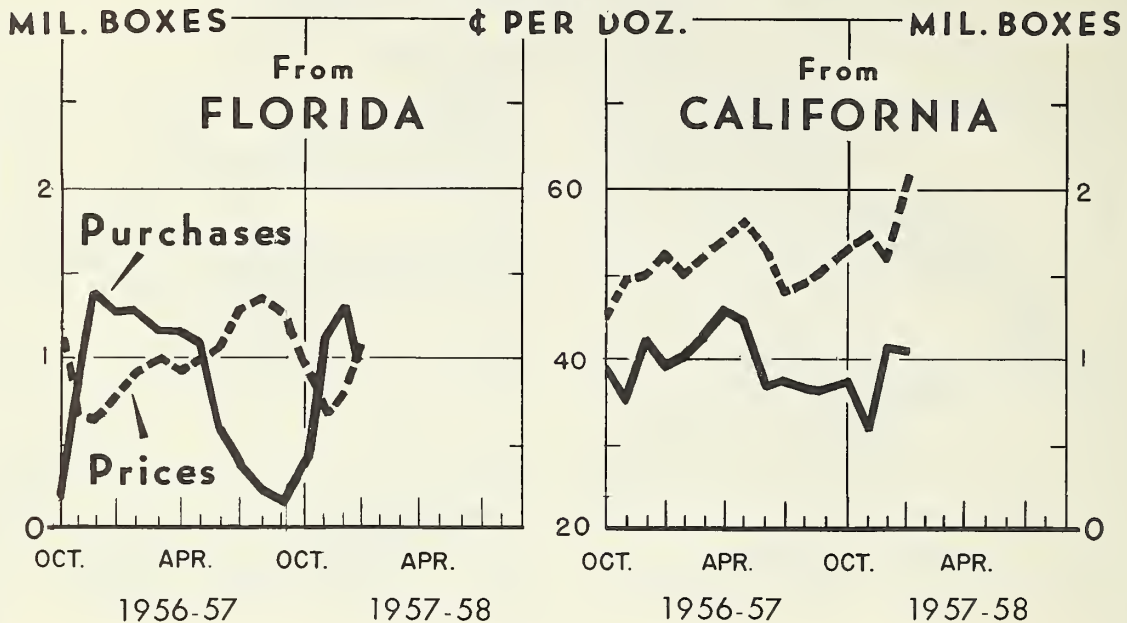
Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....		2,944		42.4		2,407		76.1		220		49.1
March.....		2,870		44.8		2,389		78.7		239		46.2
October-March 1/.....		16,405				11,492				1,508		
April.....		2,938		46.4		2,131		82.2		285		43.2
May.....		2,719		48.5		1,540		90.1		359		43.3
June.....		1,676		47.7		880		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		28,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4672-58 (3) AGRICULTURAL MARKETING SERVICE

Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price		Purchases		Average price	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750	35.0	34.0	2,701	3,024	53.0	48.1
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....		1,294		38.2		1,024		50.6
March.....		1,168		39.8		1,126		52.0
October-March 1/.....		6,769		37.9		6,455		51.5
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800		39.9		10,054		54.4
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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